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I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted *via* the USPTO EFS Filing System on the date shown below to Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: July 2, 2008

/Michelle Folger/
Michelle Folger

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicant(s): David E. Heckerman, *et al.*

Examiner: Wilbert L. Starks

Serial No: 09/430,767

Art Unit: 2129

Filing Date: October 29, 1999

Title: CLUSTER-BASED AND RULE BASED APPROACH FOR AUTOMATED
WEB-BASED TARGETED ADVERTISING WITH QUOTAS

**Mail Stop Appeal Brief – Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

REPLY TO NOTIFICATION OF NON-COMPLIANT APPEAL BRIEF

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the comments below.

REMARKS

A Notification of Non-Compliance with 37 C.F.R. 41.37 was mailed on June 27, 2008 regarding an Appeal Brief filed on June 13, 2008, related to the subject patent application. In particular, the brief did not contain a statement of the status of all claims. Below is a corrected section of the Appeal Brief (Section III) that identifies the status of all claims.

III. Status of Claims (37 C.F.R. §41.37(c)(1)(iii))

Claims 1, 2, 4-36, 38 and 41-75 stand rejected by the Examiner. The rejection of claims 1, 2, 4-36, 38 and 41-75 is being appealed. Claims 3, 37, 39, 40, and 76 are cancelled.

Conclusion

It is believed that the above corrected section places the Appeal Brief in compliance with 37 C.F.R. 41.37. If any additional fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063[MSFTP222USB].

Respectfully submitted,
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